

Investigating The Measurement of Consumers' Electronic Word-of-Mouth (E-WOM), Intrinsic and Extrinsic Motives, and Satisfaction of Islamic Insurance (Takaful)

NORAZAH MOHD SUKI
NORBAYAH MOHD SUKI
Universiti Utara Malaysia

ABSTRACT

The Islamic Insurance (Takaful) industry has been established in Malaysia since the 80s yet people, even Muslims, prefer to choose conventional insurance which has caused the growth of the Takaful industry to be lower than conventional insurance. The reason being that consumers receive minimal electronic word-of-mouth (E-WOM) information in regard to Takaful. Hence, the aim of this research is to investigate the measurement of consumers' E-WOM, intrinsic and extrinsic motives, and satisfaction of Takaful. Data derived from online survey was analysed using descriptive statistics and exploratory factor analysis (EFA) via the Statistical Package for Social Sciences (SPSS). The EFA was executed using principal component analysis to assess the essential factor items of the data. Statement "I write comments on customer reviews about Takaful because of incentives I receive (e.g. cyber money" had the highest factor loading, inferring the most important item rated among respondents. This is followed by the statement "I write comments on customer reviews about Takaful because I can get discount coupons/rebates on my monthly savings in Takaful", and the statement "I write comments on customer reviews about Takaful because I receive a reward for my writing". These statements were derived from extrinsic motives factor. This study adds to the extant literature on E-WOM and Islamic consumer behaviour by developing vigorous measures. Results transport a vibrant viewpoint for companies to identify elements of consumers' E-WOM, intrinsic and extrinsic motives, and satisfaction related to Takaful. The implications of study and the directions for future research are also explained.

Keywords: *Electronic word-of-mouth, continuance intention, brand loyalty, Islamic insurance, Takaful.*

INTRODUCTION

The Islamic Services Act 2013 defined Islamic Insurance (Takaful) as: "[...] an arrangement based on mutual assistance under which Takaful participants agree to contribute to a common fund providing mutual financial benefits payable to the Takaful participants or their beneficiaries on the occurrence of pre-agreed events". Takaful accumulates contributions that have significant impact on economic development (Muye & Hassan, 2016). Life insurance penetration, diffuses with the depth of the banking sector and economic growth, has a long-term effect on stock market capitalisation, which, as a result, makes insurance operators the major players in shares, bonds, and real estate sectors in many provinces (Pradhan, Arvin, Norman, Nair, & Hall, 2016). Since Takaful is considered to be in the insurance family, there is no doubt that it should be perceived as a main player in promoting development of the economy of the country.

Takaful has been established in Malaysia since 1984 with Syarikat Takaful Malaysia as its first Takaful Operator (Saad, 2012). Takaful has been established over three decades ago, but the growth is surprisingly slow and insignificant compared to conventional insurance. At the same time, it is not apparent as to whether the existing Takaful Policy holders maintain their loyalty with Takaful participation or convert it to the conventional life insurance instead.

This shows that Takaful has not been aggressive enough in its promotions to create better awareness among consumers. To create awareness, traditional marketing alone is insufficient for them to grow and promoting E-WOM has been proven to be very significant towards industrial growths (Amblee, 2016).

Takaful undertaking in Malaysia is consistently gaining a higher growth percentage rate of 21.9% in 2009, which has escalated as much as 8.4% from the initial percentage of 13.5% in the previous year (Saad, 2012). Meanwhile, according to Husin and Rahman (2013), the Takaful and insurance industry evolve over time with a total recorded premium up to almost 10% growth in all sectors, resulted in an extension of up to RM13 billion in mid-year of 2007. This proves that the Takaful industry showed consistency in terms of growth specifically in attaining new participants and customers subscriptions in Malaysia every year and can be considered as a potential industry in the long term. Within 20 years, the total accumulated Takaful fund showed a hike from an initial amount of RM1.4 million to RM17 billion at the end of 2011, stating a mean annual growth rate of 45.9% (Sheriff & Shaa'iri, 2013).

The Takaful industry is considered a new industry that has just emerged in the Malaysian economic sector. It can be deduced that Islamic insurance is springing up like mushrooms after the rain and significantly growing at a fast rate compared to other industries. Nevertheless, somehow in Malaysia, untapped Takaful markets still exist even when it is growing exponentially (Husin & Rahman, 2016) and this is considered as a problem since majority of Malaysians are Muslim.

Furthermore, Muslims all around the world still do not quite understand the importance of participating in Takaful for their self-protection. They do not recognise it to be the first priority to obtain in their lives. At the same time, the majority of research done in Takaful focuses on the conceptual framework of Takaful as many people have low knowledge regarding Takaful insurance both in Islamic countries and western countries (Al-Amri, 2015). Moreover, Takaful insurance can barely keep pace with the conventional ones to become the leading industry, even though most of the population in Malaysia consists of Muslims. Despite having tough competition within the insurance sector, the production and accomplishment attained by the Takaful operators have positioned themselves at par with local insurers (Sheriff & Shaa'iri, 2013). Since the penetration of Takaful is not vast among consumers, there is necessity to have deeper knowledge regarding instruments of electronic word-of-mouth (E-WOM), intrinsic and extrinsic motives, and satisfaction (Mohd Anas & Suki, 2017). To close the gaps, this study aims to investigate the measurement of consumers' E-WOM, intrinsic and extrinsic motives, and satisfaction of Islamic Insurance (Takaful).

This paper is arranged as follows. The subsequent section reviews the related literature, while

Section 3 describes the methodology employed. Section 4 details the analysis of data, and Section 5 elaborates on discussion on the findings. The last section offers the conclusion and directions for future research.

LITERATURE REVIEW

This section reviews the literature on Takaful, E-WOM, intrinsic and extrinsic motives, and satisfaction.

Motivational Theory

Motives can be referred to “psychological condition that persuade, direct and maintain our behaviour as human beings” (Yoo et al., 2013; Woolfolk, 1995). This type of motive has been categorised into two parts which are intrinsic and extrinsic motivation (Deci, 1975; Yoo et al., 2013). According to Self-determination theory (SDT), intrinsic motivation is referred to “task performance in terms of the challenge and benefits offered by execution of the task” (Zohar et al., 2015). Individuals become motivated intrinsically when they gain pleasure by performing an activity and do not expect to receive any reward (Berdud, Cabases, & Nieto, 2016).

Extrinsic motivation is defined as “the task that is being done for the reason of compensation being given as a result of completing the task” (Yoo et al., 2013). According to self determination theory, extrinsic motivation describes task performance in which there is an expectation of tangible rewards or avoiding undesired outcomes (Zohar et al., 2015). This research has adapted the framework shown in Figure 1, which emphasises on the Motivation theory tested in Yoo et al. (2013)’s study.

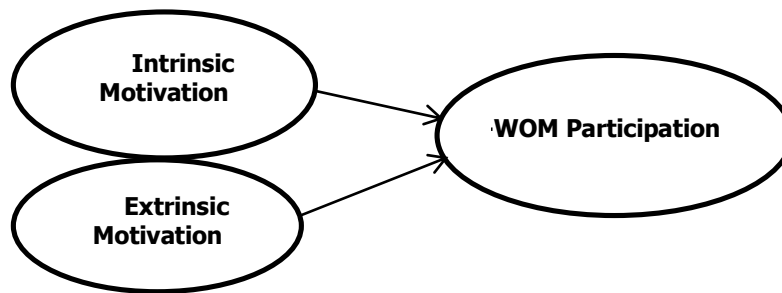


Figure 1: Motivation theory

Expectation Confirmation Model

Expectation Confirmation Theory (ECT) was widely used to gain insights on customers’ satisfaction and their behaviour after purchase or consumption of certain products (Oghuma, Libaque-Saenz, Wong, & Chang, 2016). According to ECT, “consumers will experience several stages in reaching the intention to repurchase”. This stage begins only when customers have the initial expectation of the goods or services. Then, they will develop perceptions on the performance of the product or services and compare it with their original perceptions (Oghuma et al., 2016). ECT then has been extended by Bhattacharjee (2001) in building Expectation Confirmation Model (ECM) for IS continuance. ECM (Figure 2) is designed using three main principles. Initially, the effects of any pre-acceptance variables are seen throughout confirmation and satisfaction constructs, this is why ECM prioritises on post-acceptance variables (Oghuma et al., 2016). Secondly, ECM calculates post-consumption expectation rather than pre-consumption. Lastly, post-consumption is represented by perceived usefulness in the theory (Oghuma et al., 2016).

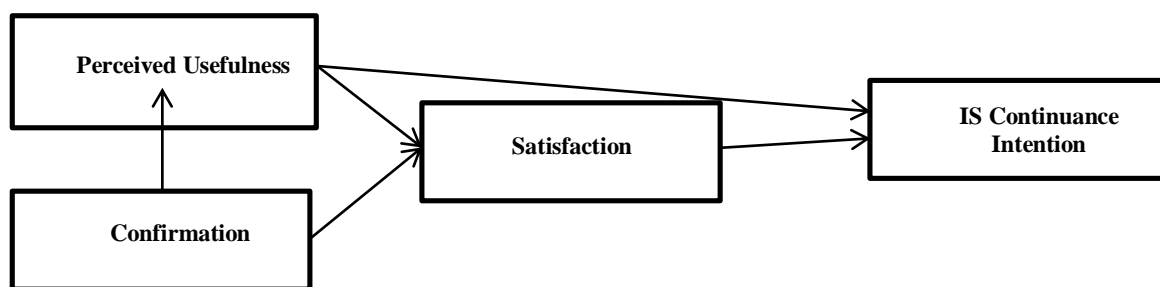


Figure 2: Expectation confirmation model

E-WOM

E-WOM refers to any good or bad testimonials and comments made by consumers about products, services, or organisations which were discussed openly via the online medium (Hsieh, Hsieh, & Tang, 2012). Customers tend to rely on suggestions from other customers to obtain direct feedback and testimonials of brand usage instantaneously, rather than referring to marketing messages (Enginkaya & Yilmaz, 2014). Previous researches affirm that people have low understanding and awareness of subscribing to a life insurance or Takaful (Zakaria, et al., 2016). E-WOM among consumers is considered significant because it exposes more about the Takaful industry and creates more understanding among consumers. Indirectly it should enhance the community's awareness about Takaful. However, more studies which incorporate and focus on the importance of E-WOM towards the Takaful industry is lacking (Mohd Anas & Suki, 2017).

Intrinsic and Extrinsic Motivation

Intrinsic motivations are categorised into concern for other consumers, self-enhancement and social benefit (Yoo, Sanders, & Moon, 2013). Concern for other customers is the motivation that consumers have towards one's welfare or those in need of help. Self-enhancement refers to motivation that contributes in making people feel good about themselves and to increase their self-esteem. Social benefit refers to motivation that consumers receive by interacting with other consumers. Yoo et al. (2013) noted that economic incentives, like rewards and compensation, are forms of extrinsic motivation. The influence of intrinsic motivation on task effort dwindles when extrinsic incentive's level is high and extrinsic incentives significantly moderate the effect between engagement and task effort (Liang, Wang, Wang, & Xue, 2018). Overuse of praise and rewards was allied with higher extrinsic motivation and not linked to lower intrinsic motivation (Bear, Slaughter, Mantz, & Farley-Ripple, 2018).

With support of online social media, technology is the door to information flow. Nevertheless, even when technology triggers the awareness formation process, it is the individual themselves who carries out the process. Thus, intrinsic and extrinsic motives related to how an individual perceives Takaful policy, their satisfaction, their intention, and the third party recommendations they receive directly influence the expected future insurance service outcome and their action after it takes effect. As an example, it is not apparent as to which motive drives consumers to have E-WOM participation and its effect, whether it contributes towards brand loyalty and continuance intention or not. If this is proven to be solid, this will increase the awareness of Takaful among consumers through the promotion of E-WOM among consumers, consequently maintaining their loyalty.

E-WOM is vital in promoting Takaful growth as it is proven to boost sales growth (Amblee, 2016). To enhance customers' awareness towards Takaful industry, it is imperative to understand the motives of positive E-WOM between consumers whether it is intrinsic or extrinsic. It is yet to be examined whether the consumers' satisfaction drives positive E-WOM among them.

Satisfaction

Satisfaction reflects consumer responses i.e. pleasures after consuming products or services (Woodside, Frey, & Daly, 1989). The scholars conceptualised consumer satisfaction as transaction-specific satisfaction, and cumulative satisfaction (Woodside et al., 1989). The first refers to positive experiences from a single purchase of a product or service and its use, whereas the latter refers to positive experiences with a product or service after several purchases. Customers' satisfaction generates customer loyalty, commendation and repurchase (Chen et al., 2012; Joo, Park, & Shin, 2017; Liang, Choi, & Joppe, 2018; Meesala & Paul, 2018; Vidhya & Rajkumar, 2014).

METHODS

Participants and Procedure

A total of 300 questionnaires were administered among subscribers of Takaful insurance and 288 were completed and usable for analysis of data (96% response rate). Of this, males outnumbered females (56:44). The distribution of age divulges that 44% of respondents were less than 28 years old, 31% aged 29-33 years, and 25% more than 34 years old. Respondents mainly earned RM5,500 per month.

Questionnaire Development and Instrument

Section A of the three-section questionnaire presented the demographic characteristics, whereas Section B was related to respondents' experiences in Takaful. Section C's 16 questions were designed in a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). These items were adapted from earlier research (Hew, Lee, Ooi, & Lin, 2016; Yoo et al., 2013) which referred to intrinsic motives (6 items), extrinsic motives (3 items), satisfaction (4 items), E-WOM (3 items). The details are described below.

Intrinsic motivation are desires to release efforts on certain work purely based on one's own interest and thrill of the work itself (Llopis et al., 2016). This research operationalised Intrinsic Motives based on the elements defined in prior research on motivation theory (Yoo et al., 2013). The elements are presented in the questionnaire given to respondents adapting the 5-Point Likert scale in which number 5 shows highest agreement from respondents and number 1 shows the highest disagreement. Table 1 shows the elements and measurement in Brand Loyalty.

Table 1: Measurement of intrinsic motives

Statements
I write comments on customer review because I want to help others with my positive experience with Takaful participation.
I write comments on customer review because I want to give others the opportunity of participating the right Takaful plan,.
I write comments on customer review because this way I can express my joy about good participation in Takaful

I write comments on customer review because I feel good when I can tell others about my Takaful participation successes.
 I write comments on customer review because I believe a chat among like-minded people is nice thing.
 I write comments on customer review because it's fun to communicate this way with other people in the community.

When consumers post a customer review or share their experience because of statements mentioned above (Help others with own experience; give others opportunity of participating the right plan; express joy on good participation; feel good on success Takaful participation; believe chat among like-minded people is nice; fun to communicate with people through their experience sharing) they are considered as having high intrinsic motives of sharing their experience through an online medium. If they have disagreement against these above-mentioned statements, they are considered to have low or no intrinsic motivation to share or participate in any E-WOM regarding Takaful services.

Extrinsic motivation can be defined as a job being executed due to compensation being given as the result of finishing the job (Yoo et al., 2013). Adapting the prior research (Yoo et al., 2013), extrinsic motives of sharing their Takaful participation was operationalised through few statements that are considered as thought by the consumers. Table 2 shows the items in the questionnaires that were given to respondents which adapted the 5-Point Likert scale whereby the number five marks the highest agreement from respondents whereas number one shows the highest disagreement from the respondents.

Table 2: Measurement of extrinsic motives

Statements
I write comments on customer review because of incentives I receive (e.g cyber money).
I write comments on customer review because I receive a reward for my writing.
I write comments on customer review because I can get discount coupons/rebates on my monthly savings in Takaful.

Consumers are perceived to have extrinsic motivation of sharing their experience through E-WOM when they: share their experience because they receive incentives; receive rewards for their writing; and get discount coupons/rebates on their contribution. If the respondents show disagreement toward the above-mentioned statements, they are considered to have low or no extrinsic motives to share their experience on participating in a Takaful policy. The measurement of these items were all verified by (Yoo et al., 2013).

Consumer's satisfaction is related to the happiness, attainment and joy that consumers have towards a brand and its goods or services through their expectations and the whole experience with the brand (Thaichon et al., 2014). Adapted from prior research (Hew et al., 2016), satisfaction of having the Takaful policy was operationalised through statements gauging consumer thoughts. Table 3 indicates the items in the questionnaire. A 5-Point Likert scale was used whereby the number five marks the highest agreement from respondents whereas number one shows the highest disagreement from respondents.

Table 3: Measurement of satisfaction

Statements
My choice to participate in Takaful was a wise one
I am happy that I participate in Takaful savings.
Participating in Takaful subscription makes me feel very satisfied.
Participating in Takaful subscription makes me feel very delightful.

The consumer is perceived to have highest satisfaction when they believe that their choices of subscribing to a Takaful policy is a wise one, when they feel happy to have Takaful savings, and when they feel satisfied and delightful at having Takaful. If they have disagreement against these above-mentioned statements, they are considered to have low satisfaction with their participation in Takaful subscription. The measurement items of “My choice to participate in Takaful was a wise one” and “I am happy that I participate in Takaful savings” were originally from Lim, Widdows, and Park, (2006) before being used by (Hew et al., 2016). Meanwhile, items “Participating in Takaful subscription makes me feel very satisfied” and “Participating in Takaful subscription makes me feel very delightful” were verified by (Hsu & Lin, 2015).

E-WOM refers to any good or bad testimonials and comments made by consumers about products, services, or organisations which will then become open to the public through the online medium (Hsieh et al., 2012). This research operationalised positive E-WOM based on elements defined and verified in prior research (Agag & El-Masry, 2016). The elements are presented in the questionnaire with a 5-Point Likert scale in which number 5 shows the highest agreement from respondents and number 1 shows the highest disagreement. Table 4 shows the elements and measurement of Positive E-WOM among consumers.

Table 4: Measurement of E-WOM

Statements
I am willing to recommend this Takaful service and its other product/services to others.
I usually say positive things about this Takaful and its product/services.
I will tell my family/friends to participate in Takaful services.

Consumers have the tendency of participating in E-WOM when they are: willing to recommend this Takaful service and its other services to others; usually say positive things about Takaful and its services; and will tell their family and friends to participate in a Takaful subscription. If they have disagreement against these above-mentioned statements, they are considered to have low probability in giving E-WOM or sharing their experience with others in terms of their Takaful subscriptions.

Statistical Analysis

Exploratory factor analysis was executed via the Statistical Package for Social Sciences (SPSS) computer program version 21 to encapsulate and condense the factor items related to the study. Each measurement item was extracted using principal components analysis method and rotated via the varimax method.

DATA ANALYSIS

Factor analysis of the sixteen measurement items yielded four factors with all eigenvalues exceeding 1.00, and all statements well-loaded with loadings 0.50 and above (see Table 5). The procedure produced Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy = 0.939, and Bartlett's test of sphericity = 7773.076, $df = 276$, and $p = 0.000$. The results infer that multivariate normality assumption was encountered (Hair, Black, Babin, Anderson, & Tatham, 2010). The first factor was labelled as intrinsic motives, while extrinsic motives were termed for the second factor. The third factor was entitled satisfaction, and the final factor was designated E-WOM.

Table 5: Exploratory factor analysis

Statements	Factors			
	IM	EM	SAT	E-WOM
"I write comments on customer review because I want to help others with my positive experience in participating Takaful subscription"	0.877			
"I write comments on customer review because I want to give others the opportunity of participating the right Takaful Subscription"	0.864			
"I write comments on customer review because this way I can express my joy about good Takaful Participation"	0.872			
"I write comments on customer review because I feel good when I can tell others about my Takaful participation successes"	0.869			
"I write comments on customer review because I believe in a chat among like-minded people"	0.863			
"I write comments on customer review because it's fun to communicate this way with other people in the community"	0.896			
"I write comments on customer reviews of Takaful because of incentives I receive (e.g. cyber money)"		0.927		
"I write comments on customer reviews of Takaful because I receive a reward for my writing"		0.960		
"I write comments on customer reviews of Takaful because I can get discount coupons/rebates on my monthly savings in Takaful"		0.933		
"My choice to participate in Takaful was a wise one"			0.746	
"I am happy that I participate in Takaful savings"			0.788	
"Participating in Takaful subscription makes me feel very satisfied"			0.799	
"Participating in Takaful subscription makes me feel very delighted"			0.726	
"I am willing to recommend this Takaful service and its other products/services to others"				0.762
"I usually say positive things about this Takaful and its product/services"				0.596
"I will tell my family/friends to participate in Takaful services"				0.770
Eigenvalue	10.825	3.148	2.748	1.299
% of variance	45.105	13.116	11.451	5.411

Notes: IM = Intrinsic motives; EM = Extrinsic motives; SAT = Satisfaction; E-WOM = Electronic word-of-mouth

Exploratory Factor Analysis of Intrinsic Motives

Intrinsic motives, the first factor, comprised of six items. The results in Table 5 show that all item loadings surpassed 0.50 (ranging from 0.863 to 0.896). The eigenvalue of this factor is 10.825 with percentage of variance explained at 45.105 percent. From six significant items, “I write comments on customer review because it’s fun to communicate this way with other people in the community” appears as the most central item in this factor with a factor loading of 0.896, followed by the item “I write comments on customer review because I want to help others with my positive experience of participating in Takaful subscription” with a loading of 0.877. The least significant item was “I write comments on customer reviews because I believe in chats among like-minded people with a loading of 0.863.

Exploratory Factor Analysis of Extrinsic Motives

The second factor is called extrinsic motives which comprised three significant items. The item factor loadings ranging from 0.927 to 0.960, which exceeded the recommended value of 0.50 (see Table 5). The first referred to the statement “I write comments on customer reviews of Takaful because I receive a reward for my writing”, while the latter statement was “I write comments on customer reviews of Takaful because of incentives I receive (e.g. cyber money”. The statement “I write comments on customer reviews about Takaful because I can get discount coupons/rebates on my monthly savings in Takaful” had loadings of 0.933. These values were ahead of the suggested limit of 0.50 noted by Hair et al. (2010). The percentage of variance explained of this factor is 13.116 percent, while the eigenvalue is 3.148.

Exploratory Factor Analysis of Satisfaction

Satisfaction encompassed four items and no items were removed as all loadings outperformed the minimum value of 0.50 (see Table 5). All items have loading ranges between 0.726 and 0.799. The most important statement that represented satisfaction is that “Participating in Takaful subscription makes me feel very satisfied”, followed by the statement “I am happy that I participate in Takaful savings” (loadings = 0.788), and statement “My choice to participate Takaful was a wise one” (loadings = 0.746). Indeed, the loadings for the statement “Participating in Takaful subscription makes me feel very delighted” is also satisfactory i.e. more than 0.50. The eigenvalue of this factor is 2.748 with the percentage of variance explained at 11.451 percent.

Exploratory Factor Analysis of E-WOM

Table 5 also shows the three items used to measure E-WOM. The eigenvalue of this factor is more than 1. The loadings for this factor range from 0.596 (i.e. statement “I usually say positive things about this Takaful and its product/services”) to 0.770 (i.e. statement “I will tell my family/friends to participate in Takaful services”). Loadings for statement “I am willing to recommend this Takaful service and its other product/services to others” was 0.762. The values signify that the factor items fit to represent the factor. The factor explained 5.411 percent of the variance.

Descriptive Statistics of Variables

Descriptive statistics show the average response and the outcome frequency for each factor in this research. The majority’s response will be described thoroughly. Table 6 shows the descriptive statistics for satisfaction of which a majority of the respondents showed satisfaction

towards Takaful participation with the highest mean recorded to be 4.7604 (full Score was at 5) in the statement “My Choice to participate Takaful was a wise one” and the lowest mean recorded is 4.6042. This shows that satisfaction towards Takaful participation by respondents are at a high level with a total of 92 percent (of full score).

Table 6: Descriptive statistics of satisfaction

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
<i>My Choice to participate Takaful was a wise one.</i>	0	0	18 (6.3)	33 (11.5)	237 (82.3)	4.760
<i>I am happy that I participate in Takaful savings.</i>	9 (3.1)	3 (1.0)	18 (6.3)	33 (11.5)	225 (78.1)	4.604
<i>Participating in Takaful Subscription makes me feel very satisfied.</i>	0	0	12 (4.2)	45 (15.6)	231 (80.2)	4.760
<i>Participating in Takaful subscription makes me feel very delightful</i>	0	0	15 (5.2)	54 (18.8)	219 (76.0)	4.708

Note: Percentages are noted in the Brackets

Table 7 illustrates that the respondents have the intention to continue their participation in Takaful insurance with the lowest mean recorded to be 4.7813 which is the item “If I could, I would like to continue participating in Takaful subscription”. This shows a total of 95.62 percent from the full score of 5. The highest mean recorded is 4.8125 overall encompassing the three items in the continuance intention scale. It can be deduced that respondents are unlikely to stop their Takaful participation.

Table 7: Descriptive statistics of continuance intention

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
<i>I intend to continue participate in Takaful insurance rather than discontinue it</i>	0	0	15 (5.2)	30 (10.4)	243 (84.4)	4.792
<i>If I could, I would like to continue participate in Takaful subscription.</i>	0	0	9 (3.1)	45 (15.6)	234 (81.3)	4.781
<i>I will strongly recommend others to participate in Takaful</i>	0	3 (1.0)	9 (3.1)	27 (9.4)	249 (86.5)	4.813

Note: Percentages are noted in the Brackets

Based on the mean score obtained from brand loyalty statistics (full score was at 5) in Table 8, the respondents seem to have high brand loyalty towards their Takaful services participation with at least a minimum mean score of 4.4063 which is 88.12 percent of the full score. Majority of the respondents agreed with the statements in brand loyalty, it is recorded that the highest mean obtained is 4.604 (full score was at 5) for the item "If a business brand provides Takaful schemes services, I will stay with the brand".

Table 8: Descriptive statistics of brand loyalty

Items (If a business brand provides Takaful schemes services...)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
<i>...I like it more than other brands.</i>	3 (1.0)	0	51 (17.7)	57 (19.8)	177 (61.5)	4.406
<i>...I have strong preference for it.</i>	0	3 (1.0)	33 (11.5)	69 (24.0)	183 (63.5)	4.500
<i>...I give prior consideration to it when I have a need for a product or service of this type.</i>	0	0	30 (10.4)	63 (21.9)	195 (67.7)	4.573
<i>...I would recommend it to others.</i>	0	6 (2.1)	18 (6.3)	63 (21.9)	201 (69.8)	4.594
<i>...I will stay with the brand.</i>	0	0	27 (9.4)	60 (20.8)	201 (69.7)	4.604

Note: Percentages are noted in the Brackets

Table 9 shows that based on the mean score (full score at 5), a majority of the respondents have high tendency of sharing E-WOM with others regarding the Takaful services as the lowest mean score recorded is 4.75 for the statement "I am willing to recommend this Takaful service and its other product/services to others." The other remaining factors both recorded a mean score of 4.7604 which is 95.21 percent of the full score. Based on the results, it is believed that most of the respondents have no trouble in executing E-WOM among their circle.

Table 9: Descriptive statistics of electronic-words-of-mouth

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
<i>I am willing to recommend this Takaful service and its other product/services to others.</i>	3 (1.0)	3 (1.0)	6 (2.1)	39 (13.5)	237 (82.3)	4.750
<i>I usually say positive things about this Takaful and its product/services</i>	0	0	6 (2.1)	57 (19.8)	225 (78.1)	4.760

<i>I will tell my family/friends to participate in Takaful services</i>	0	3 (1.0)	6 (2.1)	48 (16.7)	231 (80.2)	4.760
---	---	---------	---------	-----------	------------	-------

Note: Percentages are noted in the brackets

Table 10 deduced that the majority of respondents have intrinsic motives toward sharing their Takaful experience with others with the lowest mean score recorded at 4.50 (full score was at 5). The highest mean recorded is the item "I write comments on customer review because I feel good when I can tell others about my Takaful participation successes" with a mean value of 4.6875. This is 93.75 percent of the full score which is 5.

Table 10: Descriptive Statistics of Intrinsic Motives

Items (I write comments on customer review because ...)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
<i>...I want to help others with my positive experience participating Takaful subscription</i>	3 (1.0)	6 (2.1)	15 (5.2)	36 (12.5)	228 (79.2)	4.667
<i>... I want to give others the opportunity of participating the right Takaful subscription</i>	3 (1.0)	6 (2.1)	12 (4.2)	39 (13.5)	228 (79.2)	4.677
<i>...this way I can express my joy about good Takaful subscription.</i>	3 (1.0)	6 (2.1)	27 (9.4)	30 (10.4)	222 (77.1)	4.604
<i>...I feel good when I can tell others about my Takaful participation successes.</i>	0	9 (3.1)	12 (4.2)	39 (13.5)	228 (79.2)	4.688
<i>...I believe a chat among like-minded.</i>	0	9 (3.1)	42 (14.6)	33 (11.5)	204 (70.8)	4.500
<i>...It's fun to communicate this way with other people in the community</i>	0	9 (3.1)	33 (11.5)	45 (15.6)	201 (69.8)	4.521

Note: Percentages are noted in the Brackets

Table 11 proves that based on the mean scores of the extrinsic motives, the highest mean score is 2.7813 (full score was at 5). This shows that the majority of respondents do not really have extrinsic motives toward sharing their Takaful experience through an online medium. The item "I write comments on customer review because I can get discount coupons/rebates on my monthly savings in Takaful" has the lowest mean score with a value of 2.4063, only 48.13 percent of the full score of 5. This shows that extrinsic motives are not the highest variable for respondents to share their Takaful experience through online channels.

Table 11: Descriptive Statistics of Extrinsic Motives

Items (I write comments on customer review because ...)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
...of incentives I re- ceive (e.g cyber money)	105 (36.5)	42 (14.6)	27 (9.4)	39 (13.5)	75 (26.0)	2.781
... I receive reward for my writing.	120 (41.7)	36 (12.5)	42 (14.6)	21 (7.3)	69 (24.0)	2.594
...I can get discount coupons/rebates on my monthly savings in Takaful	153 (53.1)	18 (6.3)	33 (11.5)	15 (5.2)	69 (24.0)	2.406

Note: Percentages are noted in the Brackets

Reliability and Validity Analysis

Reliability and validity of the measures were assessed to ensure the data results to be reliable and valid. Reliability of the measurement items was tested via Cronbach's alpha and composite reliability, while validity is checked through assessing the convergent and discriminant validity of all constructs. Table 12 details that the readings of Cronbach's alpha spread from 0.806 to 0.964, which exceeded the recommended 0.70 critical value by Hair et al. (2010). Likewise, the composite reliability for all factors are also above 0.70, which comply with the cut-off criteria set by Hair et al. (2010). The results imply an adequate reliability among the indicators.

Table 12: Construct Reliability and Validity

Factors	Correla- tion Coeffi- cient	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Ex- tracted (AVE)	Square Root of AVE
Intrinsic Motives	0.618*	0.964	0.971	0.848	0.921
Extrinsic Motives	0.162*	0.945	0.965	0.901	0.949
Satisfaction	0.613*	0.806	0.888	0.726	0.852
E-WOM	1.000	0.831	0.899	0.748	0.865

* Significant at the 0.01 level (two tailed)

Next, a convergent validity is checked via average variance extracted (AVE). The reading of AVE is considered adequate when its values are in excess of the least possible tolerable limit of 0.50 (Fornell & Larcker, 1981). The AVE scores for the present study are all beyond the minimum anticipated 0.50 value. Additionally, the discriminant validity is checked by ensuring the square root of the AVE of the factor was greater than the correlation coefficients. Table 12 details that these criteria were also met. Indeed, all correlation coefficients do not surpass 0.70. The findings imply an acceptable convergent and discriminant validity as well as absence of multicollinearity. The correlation coefficients depict that consumers' E-WOM was strongly influenced by intrinsic motives ($r=0.618$, $p<0.01$), followed by satisfaction ($r=0.613$, $p<0.01$). Moreover, consumers' E-WOM also significantly associated with extrinsic motives ($r=0.162$, $p<0.01$).

DISCUSSION

This study investigated the measurement of consumers' E-WOM, intrinsic and extrinsic motives, and satisfaction of Takaful. Factor analysis of the sixteen measurement items yielded four factors with all eigenvalues surpassing 1.00, and all statements obtaining loadings of 0.50 and above. Of the sixteen measurement items, the statement "I write comments on customer reviews of Takaful because of incentives I receive (e.g. cyber money)" derived from the extrinsic motives factor had the highest factor loadings, inferring the most important item rated by respondents. The next most important statement is "I write comments on customer review about Takaful because I can get discount coupons/rebates on my monthly savings in Takaful", followed by "I write comments on customer reviews of Takaful because of incentives I receive (e.g. cyber money)".

Positive E-WOM affects consumers' satisfaction (Chen et al., 2012; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Marketers should seek methods to drive more E-WOM among consumers to increase the likelihood of consumers' satisfaction with their goods and services. Consumers voluntarily share their experience of Takaful online willingly out of the excitement itself while some consumers receive rewards for their writing. This is probably why some of the consumers have become Takaful consultants themselves thus getting rewards for their sharing through their own sales drive. Takaful operators should always be active and responsive online daily to encourage more interaction among consumers with regards to their Takaful participation. This platform must not be restricted to only one site but flexible to many sites with larger audiences.

When encouraging consumers' extrinsic motives, Takaful operators need to provide more rewards/discounts or promotional compensation for those who willingly share their positive experiences through the online medium. It is imperative for Takaful operators to maintain and keep their existing customers compared to focusing only on seeking new customers. Increasing the satisfaction level of consumers' Takaful participation would help build their brand loyalty. Having customers that have brand loyalty proves to be beneficial to all organisations as it helps grow revenue and profit as well as encourage the betterment of organisations. Marketers should start venturing into online platforms to reach customers as E-WOM affects their continuing intention in Takaful participation to ensure customer retention. Building rapport with consumers is a necessity through social media such as Instagram, Facebook, and LinkedIn.

CONCLUSION

This study offers significant implications to managers as it would help to promote the growth and importance of the Takaful industry in Malaysia. It aids them to identify Takaful satisfaction and loyalty of customers by inspecting the motives of E-WOM regarding the Takaful policy. This would help increase the efficiency of Takaful management by Takaful operators. Further, this study adds to the extant literature on consumer behaviour by developing vigorous measures. The results indicate a vibrant viewpoint for companies to identify elements of consumers' E-WOM, intrinsic and extrinsic motives, and satisfaction related to Takaful. However, utilisation of larger samples in wider geographical markets by future researchers may help to improve generalisability of the present findings. Furthermore, examination of the direct relationships of the factors derived from exploratory factor analysis on the dependent variable using multivariate data analysis such as a structural equation modelling technique is essential. Indeed, research efforts to inspect the presence of mediating and moderating effects are also

necessary. Aspects such as trust and loyalty in mobile SNS is also appropriate for inspection (Suki, 2012; Suki & Suki, 2016, 2017, 2018).

BIODATA

Lt. Colonel (PA) Professor Ts. Dr. Norazah Mohd Suki is a Professor at Universiti Utara Malaysia, Malaysia. Her research interests include marketing, consumer behaviour, etc. Her current SCOPUS h-index is 16. She is also the editor of a SCOPUS indexed book. Email: norazah.mohd.suki@uum.edu.my / azahsuki@yahoo.com

Assoc. Prof. Ts. Dr. Norbayah Mohd Suki is an Associate Professor at School of Creative Industry Management & Performing Arts, Universiti Utara Malaysia, Kedah, Malaysia. Her research interests include Creative Multimedia, Mobile Learning, Animation, HCI, Educational Technology, M-commerce, E-commerce, User Experience and Behaviour, etc. Email: norbayah.mohd.suki@uum.edu.my / bayasuki@yahoo.com

REFERENCES

- Agag, G., & El-Masry, A. A. (2016). Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation theory and TAM with trust. *Computers in Human Behaviour*, C(July 2016), 97-111.
- Al-Amri, K. (2015). Takaful insurance efficiency in the GCC countries. *Humanomics*, 13(3), 344-353.
- Amblee, N. (2016). The impact of eWOM density on sales of travel insurance. *Annals of Tourism Research*, 56(15), 137-140.
- Bear, G. G., Slaughter, J. C., Mantz, L. S., & Farley-Ripple, E. (2018). Rewards, praise, and punitive consequences: Relations with intrinsic and extrinsic motivation. *Teaching and Teacher Education*, 65(2017), 10-20.
- Chen, S.C., Yen, D.C., & Hwang, M.I. (2012). Factors influencing the continuance intention of the usage Web 2.0: An empirical study. *Computers in Human Behaviour*, 28(2012), 933-941.
- Enginkaya, E., & Yilmaz, H. (2014). What drives consumers to interact with brands through social media? A motivation scale development study. *Procedia-Social and Behavioural Sciences*, 148, 219-226.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Hair, J. F., Black, B., Babin, B., Anderson, R. E., & Tatham, R. L. (2010). *Multivariate data analysis: A global perspective*. NJ: Pearson Education Inc.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Hew, J. J., Lee, V. H., Ooi, K. B., & Lin, B. (2016). Mobile social commerce: The booster for brand loyalty. *Computers in Human Behaviour*, 59, 142-154.
- Hsieh, J.-K., Hsieh, Y.-C., & Tang, Y.-C. (2012). Exploring the disseminating behaviours of eWOM marketing: Persuasion in online video. *Science + Business Media*, 12(2012), 201-224.
- Husin, M. M., & Rahman, A. A. (2013). What drives consumers to participate into family Takaful schemes? A literature review. *Journal of Islamic Marketing*, 264-280.
- Husin, M. M., & Rahman, N. I. (2016). The roles of mass media, word of mouth and subjective norm in family takaful purchase intention. *Journal of Islamic Marketing*, 7(1), 59-73.
- Joo, Y. J., Park, S., & Shin, E. K. (2017). Students' expectation, satisfaction, and continuance intention to use digital textbooks. *Computers in Human Behavior*, 69(2017), 83-90.
- Liang, H., Wang, M. M., Wang, J. J., & Xue, Y. (2018). How intrinsic motivation and extrinsic incentives affect task effort in crowdsourcing contests: A mediated moderation model. *Computers in Human Behavior*, 81, 168-176.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41-48.
- Llopis, O., & Foss, N. J. (2016). Understanding the climate-knowledge sharing relation: The moderating roles of intrinsic motivation and job autonomy. *European Management Journal*, 34(2), 135-144.

- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, 261-269.
- Mohd Anas, M., & Suki, N.M. (2017). Conceptual study of the impacts of electronic-words-of-mouth (E-WOM) on consumers' continuance intention and brand loyalty of islamic insurance (Takaful). *Advanced Science Letters*, 23(9), 8446-8449.
- Muye, I. M., & Hassan, A. F. (2016). Does Islamic insurance development promote economic growth? *Procedia Economics and Finance*, 35, 368-373.
- Pradhan, R. P., Arvin, B. M., Norman, N. R., Nair, M., & Hall, J. H. (2016). Insurance penetration and economic growth nexus: Cross-country evidence from ASEAN. *Research in International Business and Finance*, 36, 447-458.
- Saad, N. M. (2012). An analysis on the efficiency of Takaful and insurance companies in Malaysia: A non-parametric approach. *Review of Integrative Business and Economics*, 1(1), 33-54.
- Sheriff, M., & Shaairi, N.A. (2013). Determinants of demand of family Takaful in Malaysia. *Journal of Islamic Accounting and Business Research*, 4(1), 26-50.
- Suki, N. M. (2012). Correlations of perceived flow, perceived system quality, perceived information quality and perceived user trust on mobile social networking service (SNS) users' loyalty. *Journal of Information Technology Research*, 5(2), 1-14.
- Suki, N. M., & Suki, N. M. (2016). Mobile social networking service (SNS) users' trust and loyalty: a structural approach. *International Journal of Social Ecology and Sustainable Development*, 7(3), 57-70.
- Suki, N. M., & Suki, N. M. (2017). Moderating effects on consumers' loyalty toward online games: A partial least squares approach. *Advanced Science Letters*, 23(8), 7331-7334.
- Suki, N. M., & Suki, N. M. (2018). Investigating consumers' loyalty toward online games: A correlation analysis. *Advanced Science Letters*, 24(7), 4950-4953.
- Thaichon, P., Lobo, A., & Mitsis, A. (2014). Achieving customer loyalty through service excellence in internet industry. *International Journal of Quality and Services Sciences*, 6(4), 274-289.
- Vidhya, K., & Rajkumar, C. S. (2014). An empirical study on perceived service quality and patient satisfaction with reference to Puduchcheri Hospitals. *Asia Pacific Journal of Research*, 1(14), 189-196.
- Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal of Health Care Marketing*, 9(4), 5-17.
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications*, 17(2016), 62-73.
- Yoo, C.W., Sanders, G.L., & Moon, J. (2013). Exploring the effect of e-WOM participation on e-loyalty in e-commerce. *Decision Support Systems*, 55(3), 669-678.
- Zakaria, Z., Azmi, N. M., Hassan, N. F., Salleh, W. A., Tajuddin, M. T., Sallem, N. R., & Nor, J. M. (2016). The intention to purchase life insurance: A case study of staff in public universities. *Procedia Economics and Finance*, 37, 358-365.